



While launching its new product offer: "MEGA 2005," MEGA publishes its modeling method

MEGA International, the independent global leader in Process and Enterprise Architecture Modeling, announces the publication of its modeling method while launching MEGA 2005, the new version of its software suite. Totally integrated within the MEGA repository, the modeling method builds on more than 20 years of experience and successful implementation in clients' projects.

Paris, 21 June 2005 - MEGA, the first Independent leader in Business Process Analysis and Enterprise Architecture, has built a unique expertise in modeling-based projects. This precious experience capitalized in consulting projects with many clients over more than 10 years is now formalized in a complete, open, extensible methodological approach, which is integrated in MEGA 2005.

A specific, modeling approach

Practical experience in the use of modeling techniques for enterprises business issues allowed MEGA to investigate their diversity. MEGA proposes a specific approach and meta-model for each use case and consistently brings them all together.

As a result, the implementation of an enterprise repository really addresses diverse facets of the enterprise while assembling them easily in a consistent enterprise blueprint. One of the main benefits is the shift - at no extra cost - from project logic to enterprise logic. In the project logic, each model is developed with a precise objective, whereas in the enterprise logic the global consistency of representations provides understanding and decision support while effectively addressing each project's objectives.

Rigorous analysis hence becomes an ally of diversity. MEGA's approach main differentiator is its flexibility when compared to competition. It provides consistent organizational and IT views, and is of great help to align IT with business and undertake IT city planning initiatives.

MEGA's method relies on two main components:

- **Graphical semantics to represent the enterprise**

The methodology expertise is formalized in a complete, open and flexible meta-model covering all types of modeling-based projects. It provides effective means to represent the way an enterprise runs the business and the underlying information system, in a simple and consistent manner. The meta-model relies on a set of main concepts that can be broken into layers to support representations at various levels of detail and under different angles. It can be extended - through built-in features - to adapt to specific client's requirements.

- **Flow-based, "black-box" modeling techniques**

MEGA's method relies on a systemic approach to build a formal representation of organizations and information systems. It relies on the analysis of processes and flows, and can be adapted to different business issues, like value chains identification, quality certification, risk analysis & regulatory compliance, business continuity planning, etc. For an optimal use of the method, MEGA's modeling approach is embedded in the repository and provides detailed sequences, steps and deliverables.

A balanced tool-method integration

The above meta-model and the modeling techniques are fully integrated within MEGA's modeling platform. They package wealth of MEGA's consultant's proven know-how on clients' projects and adapt it to various types of needs. One of the most tangible benefits is real savings at project start-up: no need to spend time and money looking for a method and a meta-model potentially supporting it, it's all there, ready to deliver.

MEGA 2005 provides graphical wizards to automate diagram creation depending on the context. In addition, automated or on-demand consistency checks ensure the compliance to modeling rules: an error icon outlines objects in error, clicking on the icon leads to the broken rule(s) from where the error can be corrected. And of course this feature can be activated or deactivated depending on user's preferences.

Active participation in international standard bodies

Standards are of major importance when it comes to adopting a common vocabulary and representations for enterprise business process analysis. MEGA International was one of the first companies to join BPMI and work on BPMN. At the time, it seemed that the OMG had a robust and open modeling architecture to support rigorous and flexible approaches, and MEGA recommended it. The latest developments at the OMG have confirmed this recommendation. MEGA also participated in the BSBR (business rules) and BPDM (business processes) initiatives. Now, not only IT specialists but also business people participate in the OMG.

"We know that we target non-specialist users when deploying modeling solutions to address new business imperatives", says Jacques Mercey, Vice President Research & Development. "The tool-method integration we provide turns MEGA 2005 into the most efficient and integrated modeling solution in the market", Mercey adds. "Above all, it saves the trouble of complex methodology work and provides the tangible benefit of a simple and proven method", Mercey outlines.

MEGA's Software Suite

MEGA 2005 is comprised of three main products: MEGA Process, MEGA Architecture and MEGA Designer, which all share a common repository.

- **MEGA Process** to analyze and document the strategy, value chains, organization and business processes
- **MEGA Architecture** to model and describe information systems
- **MEGA Designer** to pilot the detailed design the architecture of data, services, systems and applications
- **MEGA Simulation** for process optimization
- **MEGA Business Data** to define the business objects and data dictionaries
- **Modules for** platform customization and integration in the enterprise environment

All the products of the suite are integrated in the same MEGA architecture. It automates the publication of documentation and Internet sites in order to share the information with all the teams involved, both internal and external.

###

About MEGA

MEGA International is the global leader in Process Excellence and Enterprise Architecture modeling solutions. The MEGA value driven approach combines proven methods, modeling software and consulting to deliver the client enterprise repository. This enterprise repository provides to executives and operational managers the ability to understand, discover, align and control as governed from the enterprise level.

MEGA International, headquartered in Paris, France and founded in 1991, focuses in Europe and North America through operations and affiliates in the United States, United Kingdom, Germany,

France, Italy, Canada, Mexico, and recently in Central and Eastern Europe. MEGA clients include Alitalia, Allianz, British American Tobacco, Crédit Lyonnais, Novartis, Renault, Société Générale, Target, Vitro and Wyeth.

For further information please contact:

MEGA NA & LA

Michelle Miakos
2 Commercial Street
Sharon Commerce Center
Sharon, MA 02067, USA
Tel: +1 781 784 7684

MEGA France

Isabelle Chevret
10 boulevard du Montparnasse
75015 Paris
France
Tel: +33 (0)1 42 75 40 00
Fax: +33 (0)1 42 75 40 96

MEGA UK

Ludovic Relandeau
Concorde House
Trinity Park
Solihull
West Midlands, B37 7UQ
United Kingdom
Tel: +44 (0) 121 635 5161
Fax: +44 (0) 121 635 5162

MEGA Germany

Frederic Dacqmine
Maximilianstrasse 35A
D-80539 München
Germany
Tel: +49 89 24 21 84 01
Fax: +49 89 24 21 82 00

MEGA Italy

Antonello di Vittorio
Via della Moscova, 58
20121 Milano
Italy
Tel: +39 02 29 01 1487
Fax: +39 02 29 01 7474

Press Relations

Jon Boroshok
TechMarcom
Tel : +1 978 502 1055

Press Relations (France)

Agence Wellcom
Julie Bouckaert / Marie-Laure Laville
Tel : +33 (0)1 46 34 60 60
Fax : +33 (0)1 46 34 05 29

Press Relations (UK)

Janine Maxwell
Kinross + Renders Ltd / Chambers Cox
192-198 Vauxhall Bridge Road
SW1V 1DX, London, United Kingdom
Tel : (+44) 20 75 92 19 81

Press Relations (Germany)

Lutz Cleffmann
Dikom
Graf-Recke Strasse 26
D-40239 Düsseldorf, Germany
Tel.: + 49 211 1 37 55-33
Fax : + 49 211 1 37 55-33

Press Relations (Italy)

Paola Negrin
Arete Comunicazione
Via Veniero 41
20148 Milano, Italy
Tel : +39 02 4813854

###

All product names used herein are for identification purposes only and may be trademarks of their respective companies